

REMARKS

Reconsideration and allowance of the above identified application is respectfully requested in light of the above amendments and the following remarks.

To briefly summarize, the invention as defined in independent Claims 1, 8, and 11 relates to a method and apparatus for providing text on a printed surface of a printed product by printing a partially transparent contrast panel onto a printed surface of the printed product, wherein the contrast panel a) carries legible information itself and b) allows the printed surface to be seen therethrough, so that information formed on the printed surface is also visible.

The phrase "partially transparent contrast panel" is defined in the specification as forming a good contrast with the information formed thereon and also allowing the underlying printed information on the printed product to be seen and read, note particularly the paragraph beginning at page 3, line 32, and the paragraph beginning at page 6, line 16 of the specification. Also, Figure 2 illustrates a partially transparent contrast panel at 14, and as indicated the underlying printed information 10' can be seen therethrough, and the printed text 18 on the panel is clearly visible.

Method Claims 5 and 8, and apparatus Claim 11 define the invention with similar terminology, and these claims further specifically recite a conveyor system 24 for conveying the printed products 10 in an overlapping imbricated stream, and wherein the partially transparent contrast panel is printed onto the exposed border region of each printed product, so as to permit the contrast panel to overlie at least a portion of the printing on the border region and allow the printing to be seen therethrough.

Claims 1-3 were rejected as being anticipated by Katzman '497. Katzman discloses a multi-colored candy wrapper label with readable data on both side. A blank transparent film is passed through a plurality of printing cylinders which each print a different color. A first color layer is printed which covers an area of one side of the transparent medium except for unprinted subareas forming first readable data which is conventionally readable when viewed from the opposite side of the medium. A second darker layer is then printed at least over the previously unprinted subareas. This second layer is visible as the first readable data from the opposite side of the medium. Second readable data is then formed on the one side of the medium.

In contrast to the claimed invention, the starting point of the method of Katzman is a blank transparent film, not a printed product, i.e. a product with a printed surface. The method of Katzman would not work with anything other than a blank and completely transparent film. Furthermore, Katzman aims at providing readable text on both sides of a medium while the claimed invention involves putting additional information on one and the same side of an already printed product and still enabling the printing on the product to be seen. The claimed invention does not put any restrictions on the product itself. Another difference is that Katzman covers the complete film with different colored layers, while the claimed invention provides a contrast panel which normally covers only a small part of the product itself.

To summarize, Katzman is readily distinguishable from the invention as defined in the pending claims, in that Katzman is unrelated to the subject matter of the present invention, i.e., a method of providing text on a printed product. Also, Katzman does not disclose or suggest the use of a contrast

panel which is partially transparent, as defined and claimed in the pending claims.

Claims 1-2 and 4 were rejected as being anticipated by Gurwick '026. Gurwick discloses a transparent printed wrapper, especially made of cellophane. At the time of its filing, i.e. in the early 1930's, it seems to have been difficult or costly to produce tinted cellophane papers. Gurwick therefore suggests coating an already manufactured blank transparent cellulose paper with a layer or coating of transparent ink (page 2, left col., lines 11-15). Gurwick further suggests printing different colors side by side (leaving areas for the respective other colors free) rather than onto each other (page 2, right col., lines 70ff). However, Gurwick does not disclose or suggest starting with a printed product and printing a contrast panel, as defined, onto the product. In particular, Gurwick does not disclose or suggest using a partially transparent contrast panel, such that the panel can be placed upon the printing of the product and so that the underlying printing can be seen. Thus the disclosure of Gurwick is also not analogous to the subject matter of the present invention, in that the disclosure of Gurwick is not involved with providing text on a printed surface of a printed product, as claimed.

Claims 5-7 and 11-13 were rejected upon a proposed combination of Katzman and Frohlich '990. The Frohlich patent was applied only to show an imbricated stream of printed products, and this rejection is untenable by reason of the deficiencies of Katzman as noted above.

Claims 8-10 are directed to the embodiment wherein a partially transparent contrast panel is printed so as to overlies the printing on the printed product, and these claims were rejected upon a proposed combination of Katzman,

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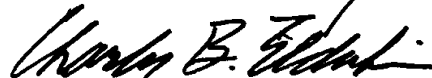
Frohlich, and Gurwick. This rejection is also untenable by reason of the deficiencies of Katzman and Gurlick as noted above. Further, even when the three references are considered collectively as proposed, there still is no teaching or suggestions of applying a partially transparent contrast panel so as to overlie the printing on the printed product as claimed.

The Examiner's suggestions for Claims 2, 5, 8, and 11 as set forth in paragraph 1 of the Official Action have been adopted.

Regarding the noted omission of a certified copy of the priority document, the Examiner's attention is directed to the fact that the required copy was filed in parent application No. 09/078,914, note §201.14(b) of the MPEP.

For the reasons set forth above, it is respectfully submitted that all of the pending claims are in condition for immediate allowance, and such action is solicited.

Respectfully submitted,

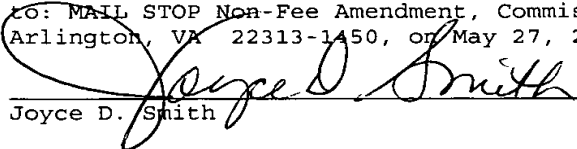


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Version with Markings to Show Changes Made:

In the Claims:

Claims 1, 2, 5, 8 and 11 have been amended as follows:

1. (Amended) A method of providing text on a printed surface of a printed product comprising the steps of applying a partially transparent contrast panel to the printed surface by printing the contrast panel onto the printed surface, with the contrast panel allowing the printed surface of the printed product to be seen therethrough, and forming information within or on the contrast panel, with the contrast panel forming a contrast with respect to the information so that the information can be easily seen and read.

2. (Amended) The method as defined in Claim 1 wherein the step of forming information within or on the contrast panel comprises [the step of] printing the information onto the contrast panel.

5. (Amended) A method of providing text on a printed surface of each of a plurality of printed products comprising the steps of conveying the printed products along a path of travel in an overlapping imbricated stream [and] such that a border region of each printed product is exposed by the imbricated overlap, while printing a partially transparent contrast panel onto the exposed border region of each printed product, and while forming information within or on each contrast panel, with the contrast panel forming a contrast with respect

to the information so that the information can be easily seen and read.

8. (Amended) A method of providing text on each of a plurality of printed products having printing thereon, comprising the steps of

conveying the printed products along a path of travel in an overlapping imbricated stream [and] such that a border region of each printed product which has printing thereon is exposed by the imbricated overlap, while

printing a partially transparent contrast panel onto the border region of each printed product so as to overlies at least a portion of the printing on the border region, and so as to allow the printing on the border region to be seen therethrough, and while

forming information within or on each printed contrast panel which forms a contrast with respect to the contrast panel so that the information can be easily seen and read.

11. (Amended) An apparatus for providing text on a printed surface of each of a plurality of printed products comprising

a conveyor system for conveying the printed products along a path of travel in an overlapping imbricated stream [and] such that a border region of each printed product is exposed by the imbricated overlap,

printing means disposed along the path of travel for printing a partially transparent contrast panel onto the exposed border region of each printed product so as to allow the printed surface of the printed product to be seen therethrough and for forming information within or on each

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contrast panel, with the contrast panel forming a contrast with respect to the information so that the information can be easily seen and read.

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